



Station Buy Detail Indianapolis, TV

Est ID: 11600

Client: Gregg for Governor 2012

Flight Dates: Tuesday, August 14, 2012 to Sunday, August 19, 2012

WXIN-TV

Program Name	DP	Days	Length	Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Aug	Aug	Aug	Aug	Aug	Aug	
					14	15	16	17	18	19	
WXIN 5a News	EM	M-F		\$350.00				1			1
5:00 AM - 6:00 AM		30		\$350.00							
WXIN 6a News	EM	M-F		\$500.00	1	1	1				3
6:00 AM - 7:00 AM		30		\$1,500.00							
WXIN 7a News	EM	M-F		\$525.00	1			1			2
7:00 AM - 9:00 AM		30		\$1,050.00							
Judge Joe Brown	EF	M-F		\$175.00		1					1
3:00 PM - 4:00 PM		30		\$175.00							
WXIN 4p News	EN	M-F		\$250.00	1	1	1	1			4
4:00 PM - 5:00 PM		30		\$1,000.00							
WXIN 5p News	EN	M-F		\$300.00	1	1	1	1			4
5:00 PM - 6:00 PM		30		\$1,200.00							
WXIN 10p News	LN	M-F		\$1,000.00	1	1	1	1			4
10:00 PM - 11:00 PM		30		\$4,000.00							
Saturday 10p News	LN	Sa		\$500.00					1		1
10:00 PM - 10:35 PM		30		\$600.00							
Sunday 10p News	LN	Su		\$750.00						1	1
10:00 PM - 10:35 PM		30		\$750.00							
Station Totals				\$10,525.00	5	5	4	5	1	1	21
Station Net				\$9,031.25							

Media Strategies and Research

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